

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Applica Consumer Products, Inc.		03/22/2005	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	HP Intellectual Corp.		
Street Address:	2751 Centerville Road, Suite 352		
Internal Address:	Attn: John P. Garniewski		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1446078	SOLID GOLD	
CORRESPONDENCE DATA			
Fax Number:	(203)741-0058		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	203-741-0718		
Email:	barry.deutsch@applicamail.com		
Correspondent Name:	Barry E. Deutsch		
Address Line 1:	35 Thorpe Avenue		
Address Line 2:	Suite 104		
Address Line 4:	Wallingford, CONNECTICUT 06492		
NAME OF SUBMITTER:	Barry E. Deutsch		
Signature:	/barry e deutsch/		
Date:	03/28/2005		

CH \$40.00 1446078

Total Attachments: 2

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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, **APPLICA CONSUMER PRODUCTS, INC.** a corporation organized and existing under the laws of the State of Florida, having its principal office and place of business at 3633 Flamingo Road, Miramar, Florida 33027 (hereinafter the "Assignor") is the owner of the United States Trademark which is identified as: **SOLID GOLD**, Registration No. 1446078 (hereinafter, the "Registration");

WHEREAS, **HP INTELLECTUAL CORPORATION**, a corporation organized and existing under the laws of the State of Delaware, having its principal office and place of business at 2751 Centerville Road, Suite 352, Attn: John P. Garniewski, Wilmington, Delaware 19803, (hereinafter, the "Assignee") is desirous of acquiring the entire right, title and interest of Assignor in and to said Registration;

NOW, THEREFORE in consideration of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration not herein specifically enumerated, the receipt and sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these present does hereby sell, assign and transfer unto the Assignee, its successors, assigns or other legal representatives, Assignor's entire right, title and interest including the good will associated therewith, and any common law rights in and to the said United States Registration with all rights thereunder as the same would have been held by the Assignor had this Assignment and sale not been made, Assignor reserving no rights unto itself.

The foregoing sale, assignment and Transfer shall include all claims for profits and damages of past infringement, if any, of said Registration with the right to sue for

and collect the same for the Assignee's own use and advantage and for the use and advantage of its successors, assigns or other legal representatives.

IN WITNESSS WHEREOF, the Assignor has caused this instrument to be signed by a duly authorized corporation officer and its corporate seal to be hereto affixed, intending thereby to be legally bound the 22nd day of March, 2005.

APPLICA CONSUMER PRODUCTS, INC.

By: Lisa R. Carsterphen
Name: Lisa R. Carsterphen
Title: Corporate Secretary

STATE OF FLORIDA)
) ss:
COUNTY OF)

On this 22nd day of March, 2005 before me, Lisa R. Carsterphen personally appeared _____, who acknowledged to be a Corporate Secretary of Applica Consumer Products, Inc. and is known to me to be a Corporate Secretary of Applica Consumer Products, Inc. and is authorized to execute documents on behalf of the corporation.

Louise Hamilton
Notary Public

My Commission Expires: 7/25/07

